



# GOODCABS Operational Performance & Passenger Analytics

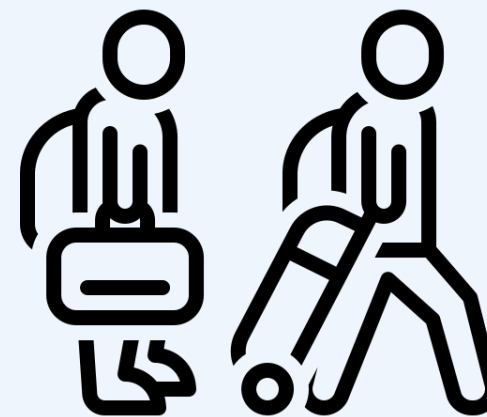


- Analysis Conducted on 6 Months (Jan - 2024 to June - 2024) Data
- Revenue IS Shown in INR
- Max Trip Distance :- 45 km    Min Trip Distance :- 5 km
- Trip Category : 5-15 (Short) , 16-30 (Medium) , 31-45 (Long)



## Trip View

It highlights monthly trip trends, trip distribution by distance and day type, identifies the top revenue-generating cities. Includes key efficiency metrics such as average fare per trip, fare per km, and average trip distance by city, along with monthly revenue trends and driver rating insights.



## Passenger View

Focuses on understanding passenger behavior and loyalty. It offers insights into new vs repeat passenger trends at the city level, repeat passenger rates, and average passenger ratings. Showcases how trips and revenue are split between new and repeat passengers, along with monthly patterns and trip-frequency-based repeat behavior.



## Operational View

Operational View helps evaluate Goodcabs performance against 2024 targets. It compares actual trips, new passengers, and passenger ratings with their respective targets, while highlighting both achievement and gaps through target difference percentages. Identifies the peak and low-demand months for each city,



City

All

Month

All

Day Type

All

City Category

All

Total Trips

426K

Avg Trip Distance(Km)

19.13

Avg Fare Per Km

13.28

Travelled Distance(Km)

8.15M

Avg Fare Per Trip

254.02

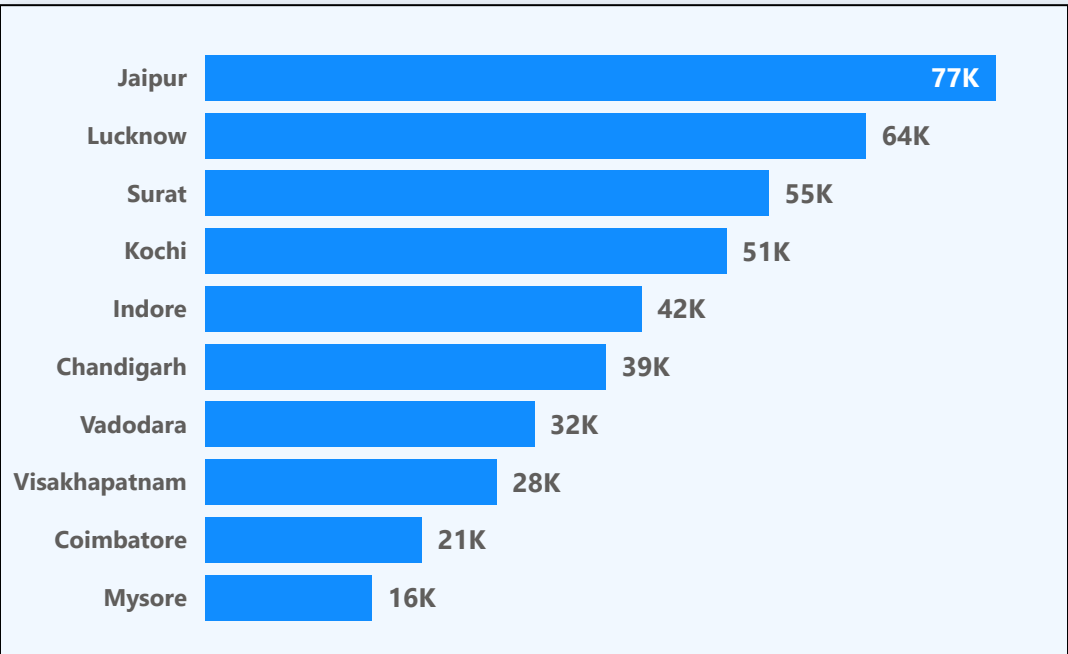
Avg Driver Rating

7.83

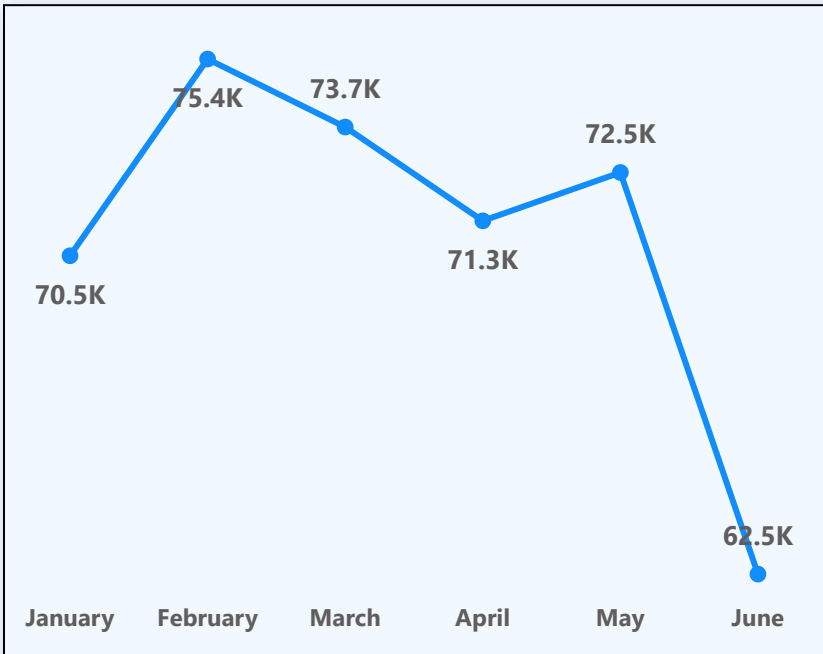
Total Revenue

108.19M

Trips Distribution by City



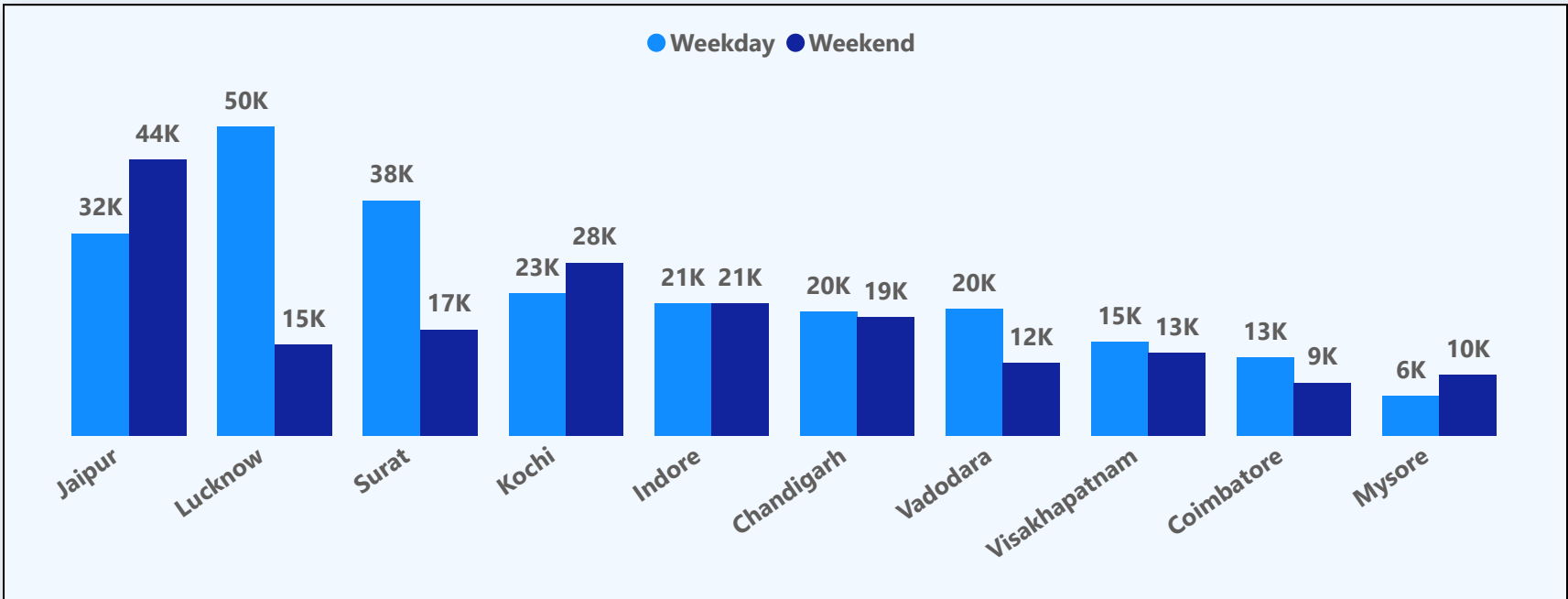
Monthly Trips Trend



Trips

Revenue

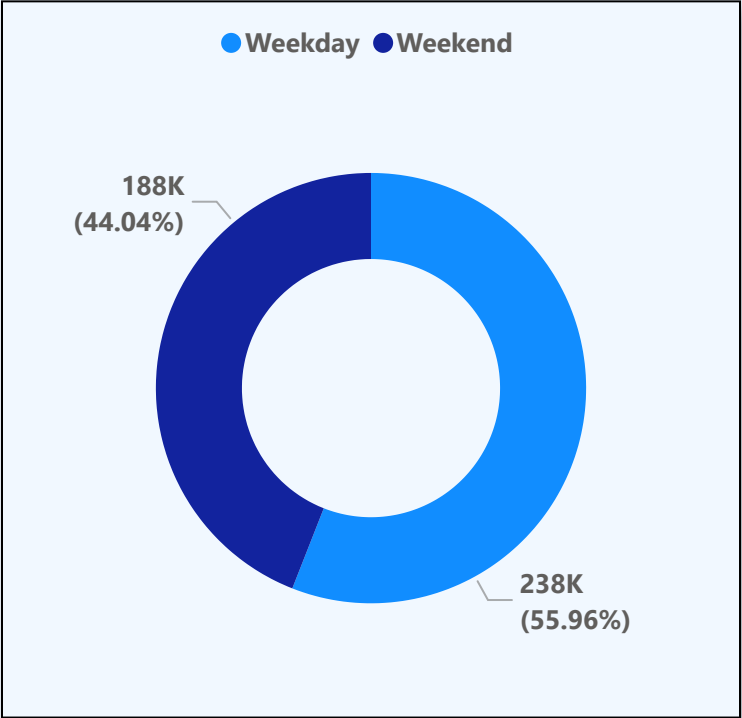
Trips Split by City & Day Type



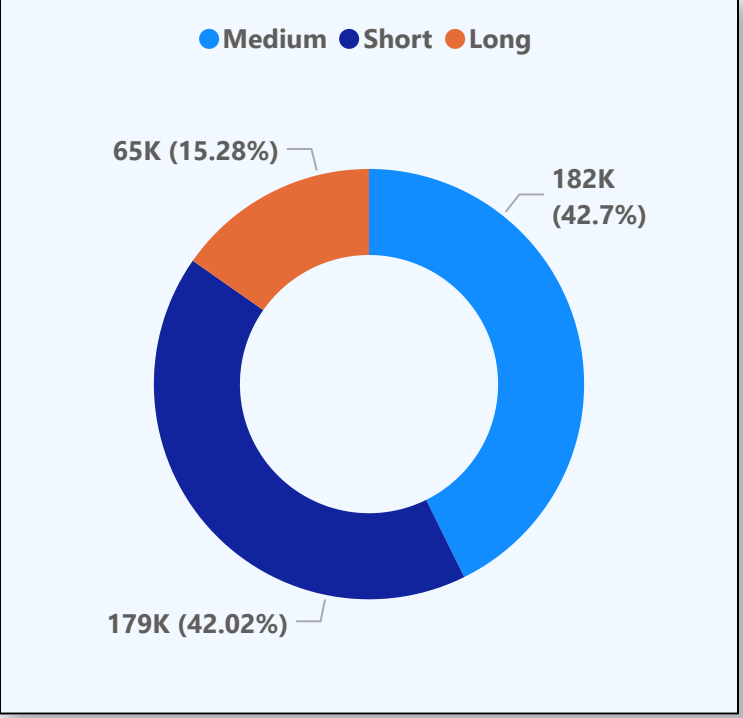
Key Metrics by City

City	Avg Fare Per Trip	Avg Trip Distance(Km)	Avg Fare Per Km	Total Revenue
Jaipur	483.92	30.02	16.12	37.21M
Kochi	335.25	24.07	13.93	17.00M
Chandigarh	283.69	23.52	12.06	11.06M
Lucknow	147.18	12.51	11.76	9.46M
Visakhapatnam	282.67	22.55	12.53	8.02M
Indore	179.84	16.50	10.90	7.64M
Surat	117.27	11.00	10.66	6.43M
Mysore	249.71	16.50	15.14	4.05M
Vadodara	118.57	11.52	10.29	3.80M
Coimbatore	166.98	14.98	11.15	3.52M
Total	254.02	19.13	13.28	108.19M

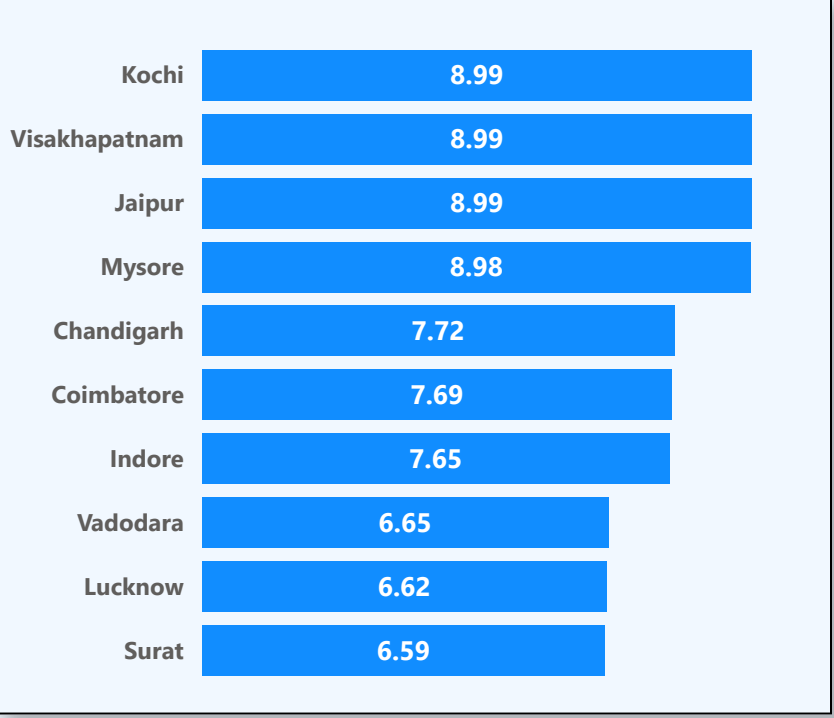
Trip Distribution by Day Type



Trip Distribution by Category



Avg Driver Rating by City





City

All

Month

All

Day Type

All

City Category

All

Total Passengers

238K

New Passengers

177K

New Passenger Revenue

53M

Repeat Passengers

61K

Repeat Passenger  
Revenue

55M

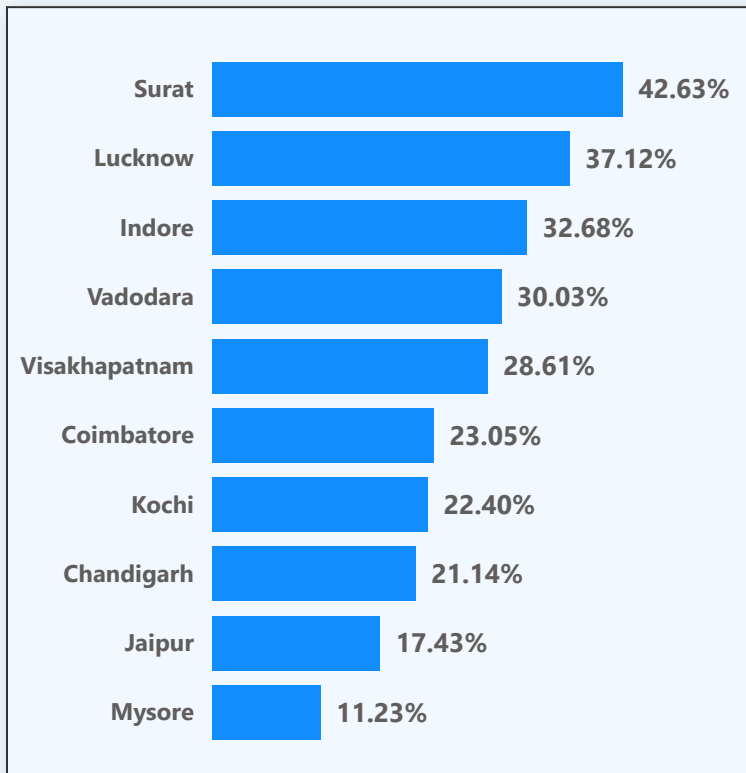
Repeat Passenger Rate

25.73%

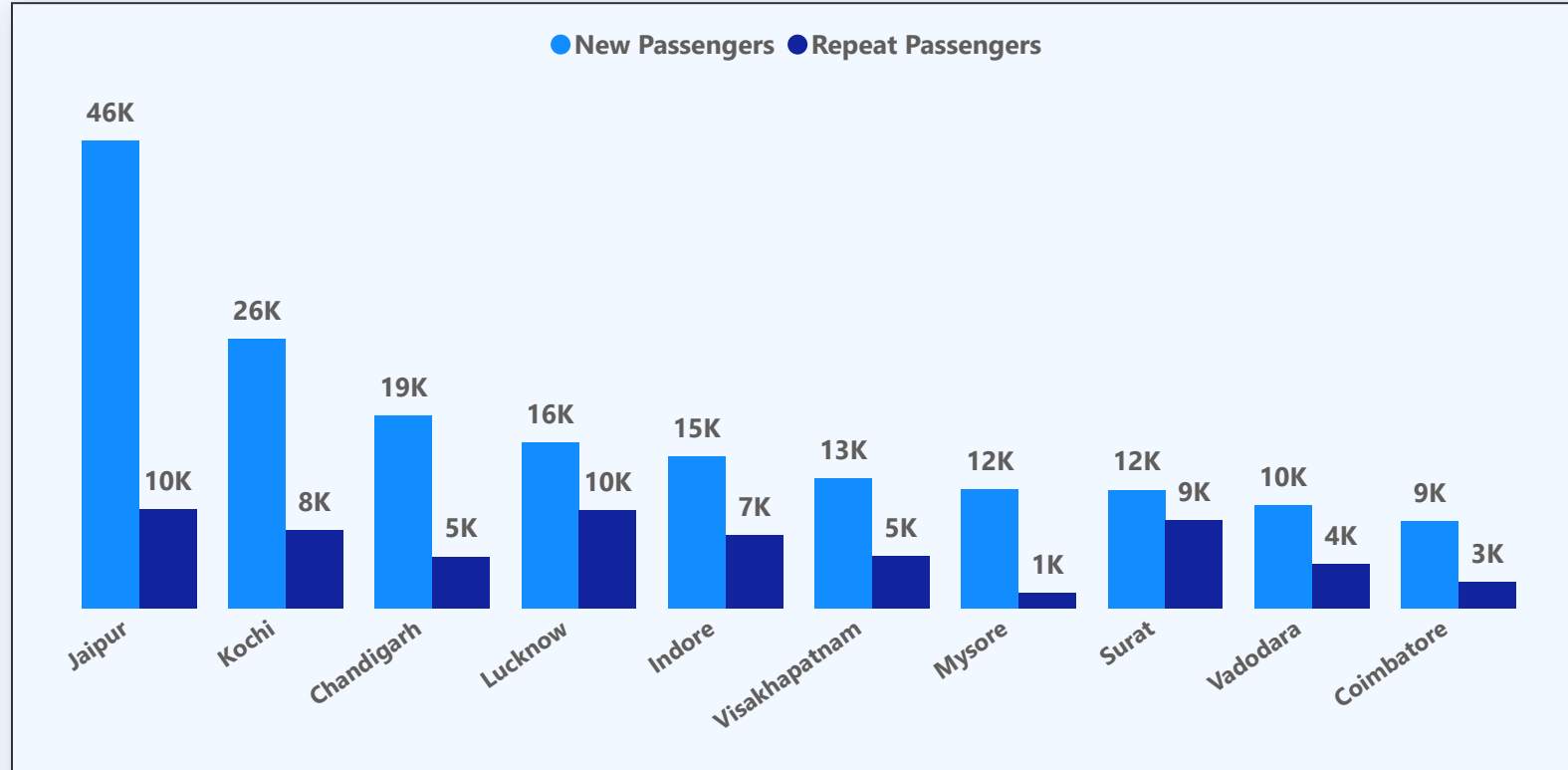
Avg Passenger Rating

7.66

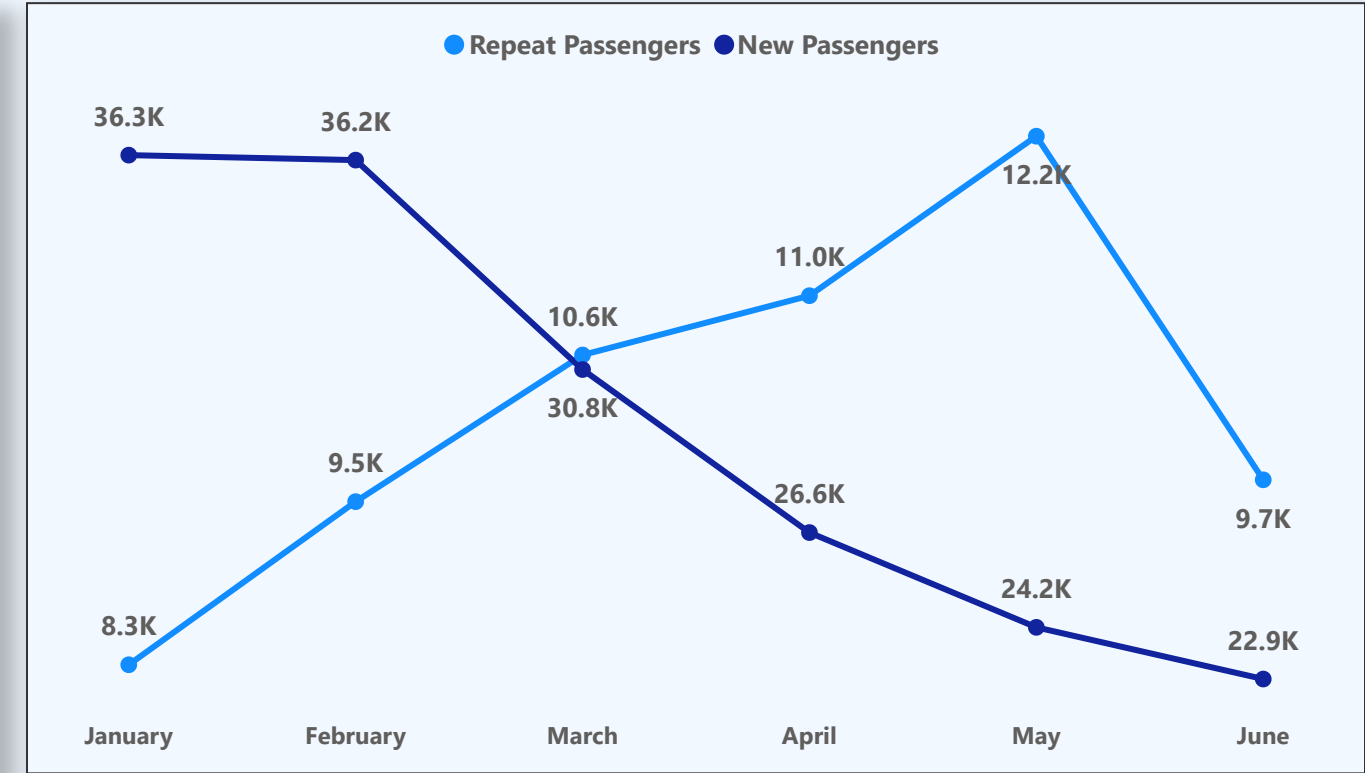
Repeat Passenger Rate by City



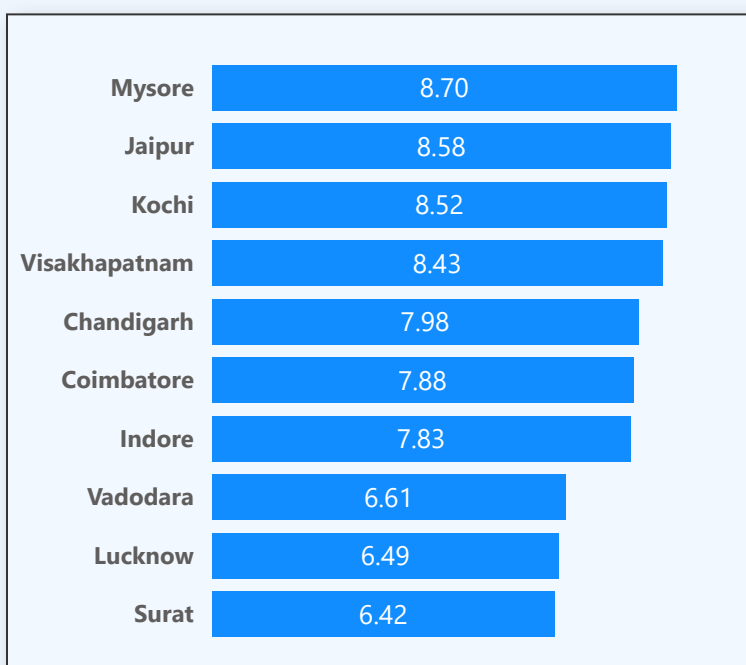
New vs Repeat Passengers by City



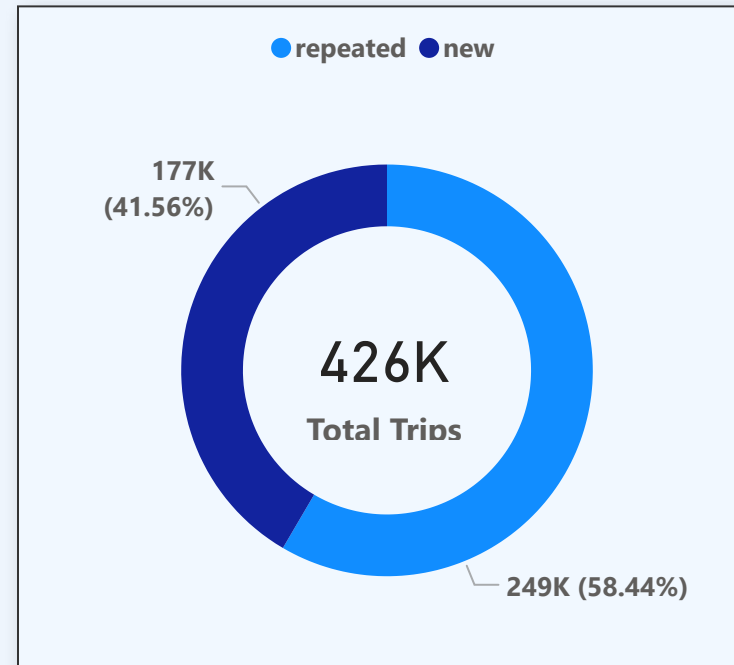
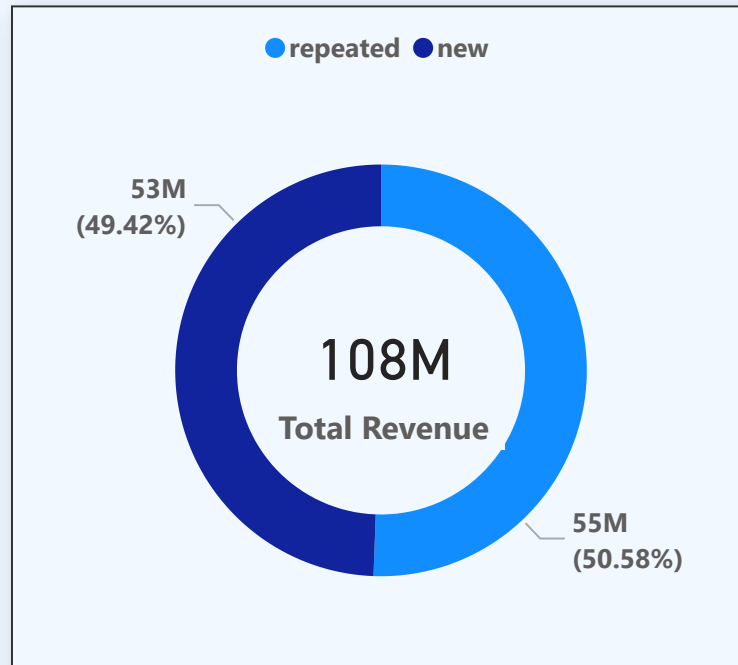
New vs Repeat Passengers by Month



Avg Passenger Rating by City



Total Trips & Revenue Split by New vs Repeated Passengers



Repeat Passenger Rate by Trip Frequency

City	2-trips	3-trips	4-trips	5-trips	6-trips	7-trips	8-trips	9-trips	10-trips
Visakhapatnam	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%	0.92%
Mysore	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%	0.47%
Kochi	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%	0.81%
Indore	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.38%	1.51%
Jaipur	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%	0.97%
Chandigarh	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%	1.79%
Coimbatore	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%	1.22%
Lucknow	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%	1.10%
Surat	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%	1.35%
Vadodara	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.78%	2.05%	1.61%



City

All

Month

All

Day Type

All

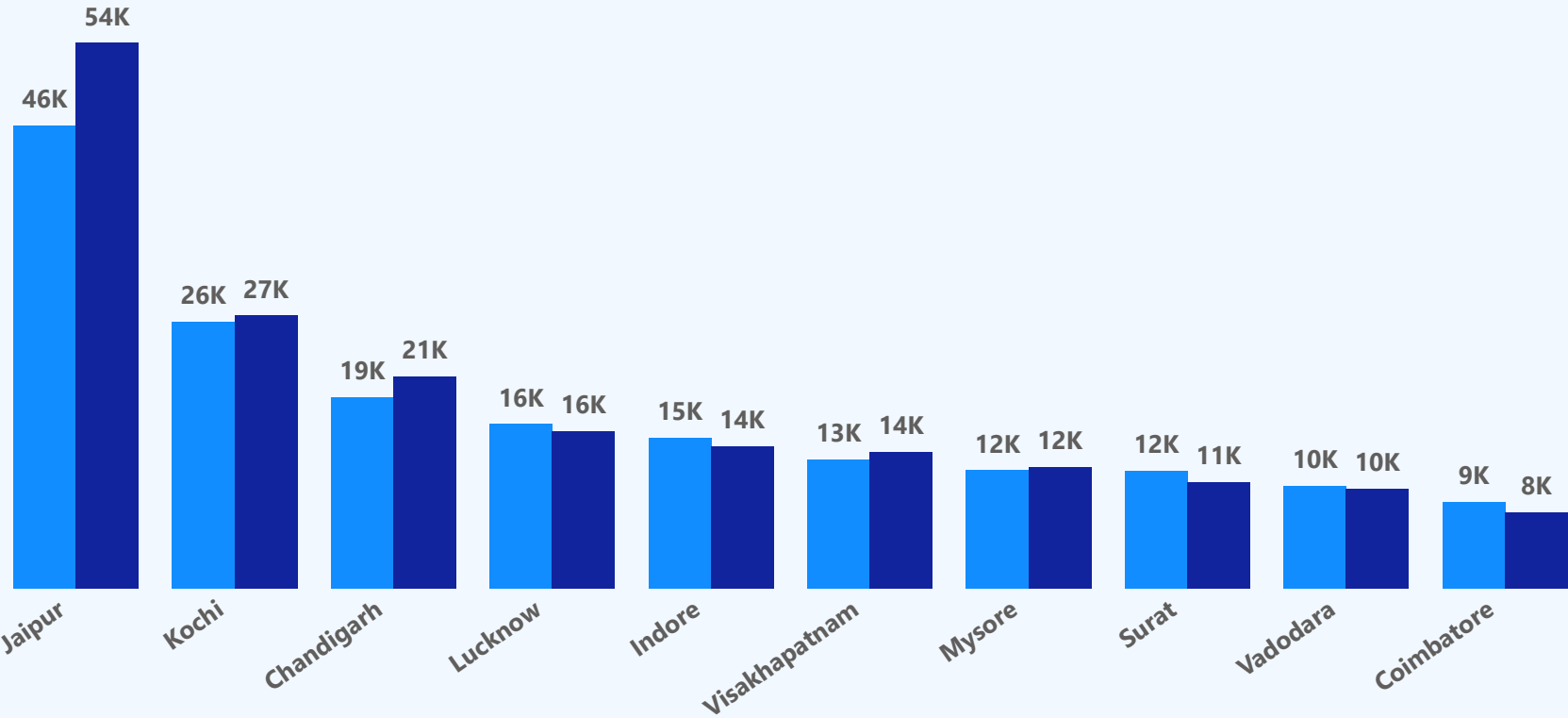
City Category

All

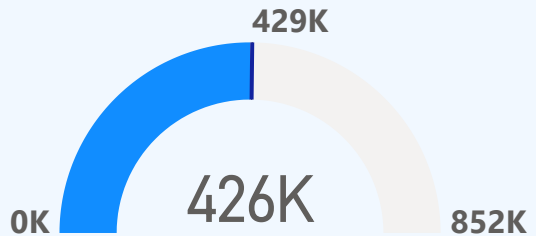
Show Target Trips

Actual vs Target New Passengers

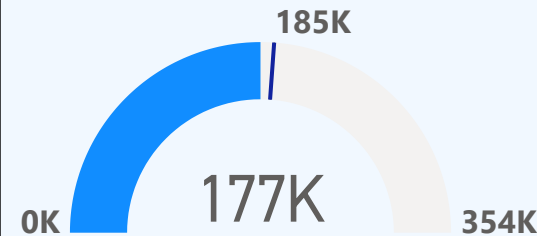
New Passengers Target New Passengers



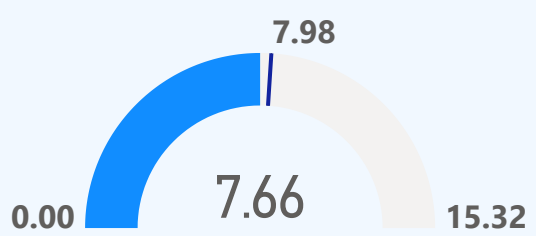
Targeted Total Trips



Targeted New Passengers



Targeted Passenger Rating

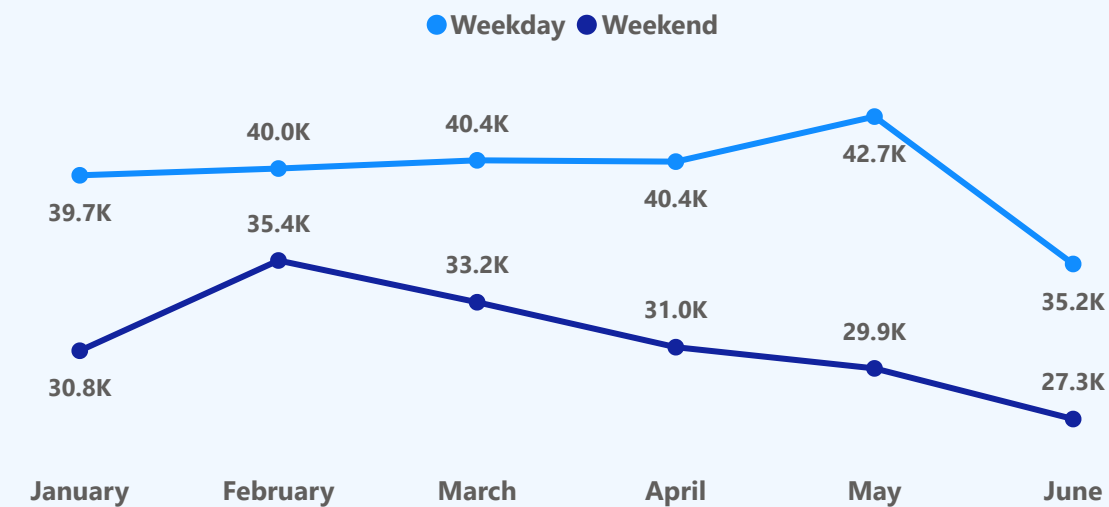


Day Type

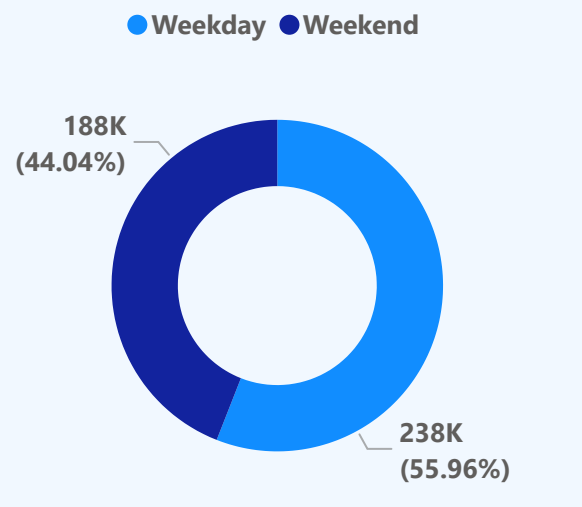
Passenger Type

City Category

Monthly Trips Trend by Day Type



Total Trips by Day Type



Target Achievement Status by City for Total Trips, New Passengers, Avg Passenger Rating

City	Total Trips	Target Trips	Trips TD	Trips TD%	NP	Target NP	NP TD	NP TD%	PR	Target PR
Mysore	16238	13500	2738	▲ 20.28%	11681	12000	-319	▼ -2.66%	8.70	8.50
Jaipur	76888	67500	9388	▲ 13.91%	45856	54000	-8144	▼ -15.08%	8.58	8.25
Kochi	50702	49500	1202	▲ 2.43%	26416	27000	-584	▼ -2.16%	8.52	8.50
Coimbatore	21104	21000	104	▲ 0.50%	8514	7500	1014	▲ 13.52%	7.88	8.25
Chandigarh	38981	39000	-19	▼ -0.05%	18908	21000	-2092	▼ -9.96%	7.98	8.00
Visakhapatnam	28366	28500	-134	▼ -0.47%	12747	13500	-753	▼ -5.58%	8.43	8.50
Indore	42456	43500	-1044	▼ -2.40%	14863	14100	763	▲ 5.41%	7.83	8.00
Surat	54843	57000	-2157	▼ -3.78%	11626	10500	1126	▲ 10.72%	6.42	7.00
Lucknow	64299	72000	-7701	▼ -10.70%	16260	15600	660	▲ 4.23%	6.49	7.25
Vadodara	32026	37500	-5474	▼ -14.60%	10127	9900	227	▲ 2.29%	6.61	7.50

Peak & Low Demanded Months by City

City	Peak Demand	Low Demand	RPR	NP
Chandigarh	February	April	21.14%	18908
Coimbatore	March	June	23.05%	8514
Indore	May	June	32.68%	14863
Jaipur	February	June	17.43%	45856
Kochi	May	June	22.40%	26416
Lucknow	February	May	37.12%	16260
Mysore	May	January	11.23%	11681
Surat	April	January	42.63%	11626
Vadodara	April	June	30.03%	10127
Visakhapatnam	April	January	28.61%	12747

Key Terms Breakdown

Term	Description
Business City	Lucknow, Surat, Indore, Vadodara, Visakhapatnam, Coimbatore
NP	New Passengers
PR	Passenger Rating
RPR	Repeat Passenger Rate
TD	Target Difference
TD %	Target Difference %
Tourism City	Jaipur, Kochi, Chandigarh, Mysore